



PSE RESOURCE GUIDE



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Healthy Corner Stores

- Assessment Instruments
- General Resources

PSE: Healthy Corner Stores

- Major PSE for this channel
- **Healthy retail** strategies to improve grocery store options e.g. raising CX³ scores by improving availability of healthy foods sold, increasing healthy and decreasing unhealthy interior/exterior signage, etc. May also include a voluntary Healthy Food Retailer Recognition Program.

This material was produced by the California Department of Public Health's Nutrition Education and Obesity Prevention Branch with funding from USDA SNAP-Ed, known in California as CalFresh. These institutions are equal opportunity providers and employers. CalFresh provides assistance to low-income households and can help buy nutritious food for better health. For CalFresh information, call 1-877-847-3663. For important nutrition information, visit www.CaChampionsForChange.net

ASSESSMENT/ EVALUATION INSTRUMENTS	<p>CX³ Food Availability and Marketing Survey <i>Observational assessment tool for quantifying the availability and marketing of healthy food choices within a store.</i> http://www.cdph.ca.gov/programs/cpns/Pages/CX3_T2_FAMSurvey.aspx</p> <p>CX³ Store Environment-Walkability and Safety Survey <i>This survey is a modified version of the Walkability Checklist from the Pedestrian and Bicycle Information Center. The survey is a tool to evaluate the safety and walkability in relation to stores in the neighborhood.</i> http://www.cdph.ca.gov/programs/cpns/Pages/CX3_T2_WalkabilitySurvey.aspx</p> <p>Healthy Bodegas Initiative: Star Bodegas Campaign Post-Intervention Store Owner/Manager Survey New York City Department of Health and Mental Hygiene <i>This survey was used to interview store managers at stores that participated in the Healthy Bodegas Initiative. The survey assesses sales, customer preferences, procurement practices, perception of healthy food, and marketing/promotion.</i> http://cwh.berkeley.edu/sites/default/files/primary_pdfs/CDPH_St11_Tool_Healthy_Bodegas_Initiative_Post-Intervention_Owner_Survey_10.13_0.pdf</p> <p>Healthy Bodegas Initiative: Consumer Survey New York City Department of Health and Mental Hygiene <i>The survey assesses purchases of targeted foods (F+V, beverages, snacks, dairy) and perceptions of neighborhood food access and where customer shops for majority of healthy food products.</i> http://cwh.berkeley.edu/sites/default/files/primary_pdfs/CDPH_St16_Tool_Healthy_Bodegas_Initiative_Consumer_Survey_10.13_0.pdf</p> <p>(Note: Additional manager and consumer surveys available on file.)</p>
GENERAL RESOURCES	<p>Healthy Corner Store Network <i>The network supports efforts to increase the availability and sales of healthy, affordable foods through small-scale stores in underserved communities. This website provides information on existing projects throughout the country and offers the opportunity to connect with those engaging in healthy corner store efforts.</i> http://www.healthycornerstores.org/</p> <p>Healthy Food Access Portal <i>This online hub serves as a central repository for information on retail strategies to connect consumers to healthy food, funding opportunities, policy news and analysis, and a variety of other resources.</i> http://healthyfoodaccess.org/</p>

National Good Food Network-Food Hub Resources

This network strives to create an online community dedicated to scaling up good food sourcing and access. The NGFN specializes in providing information around food hubs and supply chain infrastructure. Free monthly webinars are offered.

<http://www.ngfn.org/>

Wallace Center-Winrock International Healthy Urban Food Enterprise Development Center

The HUFED Center is funded by the USDA's National Institute of Food and Agriculture and serves to increase access of underserved communities to healthy, affordable, local foods, including locally produced agricultural products. The website provides resources on a variety of topics from corner stores to community gardens as well as merchandising strategies and EBT use.

<http://www.hufed.org/>

Sonoma County Healthy Food Outlet Project

Updated Healthy Food Outlet toolkit coming soon. Website provides contact information for project staff and a one-page summary document of the project.

<http://igrowsonoma.org/locate>

Transportation & Food Access Resource/White Paper Listing

This website provides links to a collection of publications related to the intersection of transportation and food access.

<http://www.cdc.gov/healthyplaces/healthtopics/healthyfood/transportation.htm>

Rural Retail**Cooperation Works! Community Owned Retail Stores**

The Cooperative Development Network

A collection of success stories from around the country in creating cooperatively owned retail stores, with an emphasis on development in rural settings.

<http://www.cooperationworks.coop/success-stories/consumer-retail>

Access to Healthy Food and Why it Matters: A Review of the Research

*The report reviews more than 170 studies, published between 2010 and 2013, in an attempt to synthesize and present the latest research on healthy food access and identify where gaps may still exist since the publication of the first groundbreaking 2010 report, *The Grocery Gap: Who Has Access to Healthy Food and Why It Matters*.*

<http://healthyfoodaccess.org/library/browse/access-healthy-food-and-why-it->

	<p>matters-review-research</p> <p>USDA Food Access Research Map (includes food desert map): <i>This interactive mapping tool provides food access data for populations within census tracts. Users can create maps showing food access indicators by census tract and can download census-tract-level data on food access measures.</i> http://www.ers.usda.gov/data-products/food-access-research-atlas.aspx</p>
*A healthy corner stores certification program is established and certifies stores to improve grocery store options.	<p>ChangeLab Solutions Health on a Shelf: A Guide to Healthy Small Food Retailer Certification Programs <i>This toolkit describes how to create a strong healthy small food retailer certification program that requires participating stores to increase the variety of healthy foods they sell, reduce the offerings of unhealthy foods, and proactively market healthy options with help from a sponsoring agency or organization. It provides step-by-step instructions for developing a certification program, with ideas and examples from existing programs.</i> http://changelabsolutions.org/publications/health-on-the-shelf</p>
Healthy Eating Stores and Healthy Eating Zones	<p>Baltimore Healthy Stores <i>Baltimore Healthy Stores is a research-tested intervention which focuses on changing the local food environment by directly influencing the availability of healthier food options in stores and increasing awareness and skills of patrons to select and prepare healthier food options through point-of-purchase promotions. This website provides tools and information for improving healthy offerings in small stores.</i> <u>Center TRT research intervention: Baltimore Healthy Stores</u> http://www.rwjf.org/en/about-rwjf/newsroom/newsroom-content/2012/11/changing-food-offerings-in-baltimore-s-small-stores--the-baltimo.html</p>
General improvements are made to improve CX³ food store scores	<p>Taking Stock: Creating Healthy Changes at Grocery Stores and Small Markets <i>Created in conjunction with ChangeLab Solutions, this CX3-Retail PSE resource provides suggestions on how Local Health Departments can work with store owners and community partners to increase CX3 Community Food Indicators in the following categories: More Availability, Better Quality, Affordability, Product Placement, Healthy Marketing, Attractive and Safe Store Exteriors, and Walkable Neighborhoods. To be released by CDPH-NEOPB.</i></p> <p>Sonoma County Healthy Food Outlet Project (new materials forthcoming) http://www.igrowsonoma.org/locate</p> <p>In Brief: Communities Promoting Healthier Living – Corner Stores <i>Brief profiles the experience of the Sonoma County Healthy Food Outlet Project which utilized the CX³ food outlet quality scorecard and Retail</i></p>

	<p><i>Program merchandising materials.</i> https://phi.org/uploads/application/files/b50a7kekacxzovl1148wj2vomw83apijntct5hcrkj755jc6oq.pdf</p>
Improving quality, storage, and handling of produce	<p>NEOPB Retail Program's Fruit & Vegetable Produce Handling Guide <i>Developed in cooperation with the Fresh Produce and Floral Council, this guide provides comprehensive information on handling, storage, and display of fresh produce items. This resource can be shared directly with retailers looking to improve the quality and/or quantity of their fresh produce offerings.</i> http://www.cdph.ca.gov/programs/cpns/Documents/NEOPB-FV-RP-ProduceHandlingGuideFPFC.pdf</p> <p>The Food Trust's Sell Healthy! Guide <i>This guide, written for small store owners, offers simple tools and tips for making healthy changes in their store. The guide covers the basics of produce handling, storage, and display, as well as product placement and marketing.</i> http://policylinkcontent.s3.amazonaws.com/Sell%20Healthy%20Guide(1).pdf</p>
Licensing, zoning, and other financial incentives to attract retailers to low-wage neighborhoods	<p>California's Healthy Food Financing Website <i>Provides information on the California Freshworks Fund, California's Healthy Food Financing Initiative, a \$270 million public-private partnership fund that provides financing solutions that help expand access to healthy, fresh foods for underserved communities in California. A source for possible financial incentives for retailers.</i> http://www.ncbcapitalimpact.org/default.aspx?id=1989</p> <p>Health in All Policies, Farm-to-Fork <i>The Health in All Policies (HiAP) Task Force is a multi-agency aiming to encourage collaborative work towards health and sustainability goals. Their Farm-to-Fork Implementation Plan includes reference to food hubs and zoning.</i> http://sgc.ca.gov/meetings/20120124/hiap-farm-to-fork.pdf</p> <p>ChangeLab's Green for Greens <i>This guide provides a general overview of economic development and ideas for how to approach economic development agencies with healthy food retail proposals. It also provides a comprehensive overview of local, state, and federal economic development programs that have been or could be used for healthy food retail projects.</i> http://changelabsolutions.org/publications/green-for-greens</p> <p>ChangeLab Webinar <i>This webinar covers how to identify and leverage financing mechanisms to create healthier food options in local communities. Practical advice is given</i></p>

	<p>and stories are shared by people who have experience launching and sustaining successful projects.</p> <p>http://changelabsolutions.org/publications/healthier-food-sale</p> <p>ChangeLab's Getting to Grocery <i>This guide is designed to help advocates and public health agencies coordinate and leverage the tools available through local government and other organizations to bring grocery stores into low-income communities.</i> http://changelabsolutions.org/publications/getting-grocery</p> <p>Partners: Freshworks Fund / Healthy Food Financing Initiative <i>The California FreshWorks fund is a private-public partnership loan fund that has raised \$272 million to invest in bringing grocery stores and other forms of healthy food retailers to underserved communities. The availability of healthy foods where we live has been proven to influence healthier long term eating habits.</i></p> <p>ChangeLab's Licensing and Zoning Fact Sheet: <i>This fact sheet provides an overview of how licensing and zoning laws can help promote public health, and helps communities choose a strategy that will help them achieve their particular health goals.</i> http://changelabsolutions.org/sites/default/files/Licensing%26Zoning_FINAL_20120703.pdf</p>
<p>Increasing availability, cost, and quality of fruits and vegetables</p>	<p>NEOPB's Retail Program Produce Marketing Guide <i>This guide provides an introduction to handling, storage, and produce marketing in the small- or medium-size store environment. This guide also lists a number of resources that may help motivated retailers learn more about the produce business. This resource can be shared directly with retailers. Also available in Spanish.</i> http://cdph.ca.gov/programs/cpns/Pages/retailfruitandvegmarketingguide.aspx</p> <p>Food Policy Councils <i>This CDC-DNPAO brief provides state program highlights on food policy councils.</i> http://www.cdc.gov/obesity/downloads/foodpolicycouncils.pdf</p> <p>California Food Hubs <i>This paper outlines a vision and implementation plan for an improved regional wholesale marketing system that addresses the major barriers and risks that limit small family farmers' ability to bring good food to market and in turn provide consumers and communities with access to good food.</i> http://www.ngfn.org/resources/ngfn-database/knowledge/CA%20Net%20of%20Reg%20Food%20Hubs%20VISION%20PAPER%20.pdf/view</p>

	<p>ChangeLab's Eight Steps to More Fruits and Vegetables in Your Community <i>Learn the eight steps to follow to get more fruits and vegetables in your neighborhood with this simple California-specific fact sheet. Also available in Spanish.</i> http://changelabsolutions.org/publications/eight-steps-fruits-vegetables</p> <p>ChangeLab's Fresh Produce for Underserved Communities <i>This webinar discusses policy options that support purveyors of fresh produce, often grown locally, by establishing favorable policies for farmers' markets and mobile produce carts. These efforts bring fresh produce directly into underserved neighborhoods and create business opportunities for community members.</i> http://changelabsolutions.org/publications/fresh-produce-underserved-communities</p> <p>San Diego's Region Cilantro to Stores Intervention <i>Worked with four corner stores to offer local produce, at a good price and good quality, with Harvest of the Month taste testing and Farmer of the Month promotion—more local farmers are being asked to join to meet the increased demand for fresh, local produce. Non-USDA funds were used to outfit each store with equipment needed to store and display produce appropriately.</i> http://www.ourcommunityourkids.org/domains--committees/business/chula-vista-cilantro-to-stores-program.aspx</p>
<p>Retailers participate in NEOPB's Retail Program to improve marketing of fruits and vegetables</p>	<p>NEOPB's Retail Program Merchandising Materials <i>This collection of in-store marketing materials is available for free to retailers in qualifying low-income neighborhoods. A wide variety of materials ensures that retailers of all types will be able to find materials that fit the needs of their store.</i> http://www.cdph.ca.gov/programs/cpns/Pages/RetailMerchandising.aspx</p> <p>North Coast Region Retail Program – Harvest of the Month Retail Signs <i>This collection of in-store signage highlights both CalFresh and Harvest of the Month, facilitating greater brand recognition of both programs and helping to create a stronger connection between retailers and other community sites engaged in harvest of the Month.</i> http://www.northcoastnutrition.org/harvest-of-the-month-signs</p>
<p>Interior marketing & product placement (Healthy Corner</p>	<p>Healthy Snacks At The Checkout Counter: <i>A lab and field study on the impact of shelf arrangement and assortment structure on consumer choices This study examines the effect of manipulating the assortment structure and shelf layout of an impulse display</i></p>

Store Design)	<p>including both healthy and unhealthy snacks near the checkout counter of a canteen. http://www.biomedcentral.com/content/pdf/1471-2458-12-1072.pdf</p> <p>Bay Area Regional NEOPB's Retail Program Partnership With Arteaga's: <i>This article describes the success of the Bay Area Regional NEOPB's partnership with Arteaga's Super Save Center in piloting a healthy checkout lane.</i> http://www.thepacker.com/fruit-vegetable-eneewsletter/Packer_Retail/Healthy-checkouts-impulse-buys--213839331.html?view=all</p> <p>Sonoma County Point of Purchase (POP) Smart Snack Zones <i>This presentation briefly covers Sonoma county's efforts around piloting a Smart Snack Zone with partnering retailers.</i> http://www.cce.csus.edu/conferences/nhc/11/speaker/uploads/Healthy%20Food%20Outlet%20Project.pdf</p> <p>Research Article: Van Kleef Et Al <i>Healthy snacks at the checkout counter: A lab and field study on the impact of shelf arrangement and assortment structure on consumer choices BMC Public Health 2012, 12:1072.</i> http://www.biomedcentral.com/1471-2458/12/1072</p> <p>Product Placement <i>(putting healthy foods at eye-level, putting unhealthy items out of reach) Baltimore Healthy Stores is a research-tested intervention which focuses on changing the local food environment by directly influencing the availability of healthier food options in stores and increasing awareness and skills of patrons to select and prepare healthier food options through point-of-purchase promotions. This website provides tools and information for improving healthy offerings in small stores.</i> Center TRT research-proven intervention: Baltimore Healthy Stores</p> <p>San Francisco County's Southeast Food Access (SEFA): <i>The presentation by SEFA provides an overview of their efforts in community collaboration for healthy retail, such as nurturing community "food guardians," and shares planning tools and examples for implementing healthy changes.</i> http://www.cce.csus.edu/conferences/childobesity/13/speakers/uploads/WS.4.4.HENNESSEY,S%20COC%20June%20%202013%20no%20text.pdf</p>
Improving store exterior environment	<p>Façade Improvement http://www.cdph.ca.gov/programs/cpns/Pages/CX3_T2_FAMSurvey.aspx</p>

	<p>Encouraging Produce Bins Outside http://www.cdph.ca.gov/programs/cpns/Pages/CX3_T2_FAMSurvey.aspx</p> <p>Encouraging Healthier Vending Or No Soda Vending Outside of Stores http://www.cdph.ca.gov/programs/cpns/Pages/CX3_T2_FAMSurvey.aspx</p>
<p>Smart Meals Program, for stores with a deli or grab & go food. Two prongs: 1) education of smart meal option and 2) competitive pricing of smart meal</p>	<p>Sonoma County's Smart Meal Program <i>The Smart Meal Program is a pilot project that establishes nutrition requirements specifically designed for restaurant meals (including delis).</i> http://igrowsonoma.org/locate</p> <p>San Bernardino County's Smart Meal Program <i>This pilot project establishes nutrition requirements for restaurant meals and showcases entrees that are lower in fat, calories, and sodium and include components such as grains, fruits, and vegetables. The program is designed to educate consumers about what ingredients are in restaurant meals so consumers are better informed and have the capacity to make healthy decisions.</i> http://www.healthysanbernardinocounty.org/modules.php?op=modload&name=PromisePractice&file=promisePractice&pid=3571</p>
<p>Improving walkability and public transportation to grocery stores</p>	<p>Grocery Shuttle Program <i>Quick news article on a study conducted by the UC Davis Center for Advanced Studies in Nutrition and Social Marketing on the impact of free grocery shuttle service on profit margins of inner-city supermarkets.</i> http://www.universityofcalifornia.edu/news/article/5318</p> <p>Journal article (requires JNEB access) Doing Well By Doing Good? A Supermarket Shuttle Feasibility Study. Cassidy & Mohan (UC Davis) <i>This study examined whether supermarket-sponsored shuttle could be self-supporting or make a profit in low-income areas. The results showed that a shuttle program could be self-supporting in all 67 zip codes studied. This information could be shared with supermarket executives and other key decision makers.</i> http://www.ncbi.nlm.nih.gov/pubmed/15068754</p> <p>Mobile Grocery Stores <i>This brief article provides a look at an example of a mobile grocery store project, which served to bring fresh food to food desert areas in Chicago.</i> http://www.huffingtonpost.com/2011/06/16/fresh-moves-mobile-grocer_n_878414.html</p> <p>The Healthy Corner Store Initiative <i>Tulsa, Oklahoma launched a mobile grocery store truck in 2013. The website provides a news clip of the launch.</i> http://www.newson6.com/story/22709474/mobile-grocery-store-offers-</p>

	<p>healthy-food-to-tulsans-without-stores-nearby</p> <p>A Resident's Guide to Creating Safe and Walkable Communities <i>This guide provides examples from communities working to improve pedestrian safety and includes information, ideas, and resources to help residents learn about issues that affect walking conditions.</i> http://safety.fhwa.dot.gov/ped_bike/ped_cmnlty/ped_walkguide/about.cfm</p> <p>WalkScore <i>This website gives an instant score for walkability and transit scores for a neighborhood.</i> http://www.walkscore.com/</p>
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